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Digest

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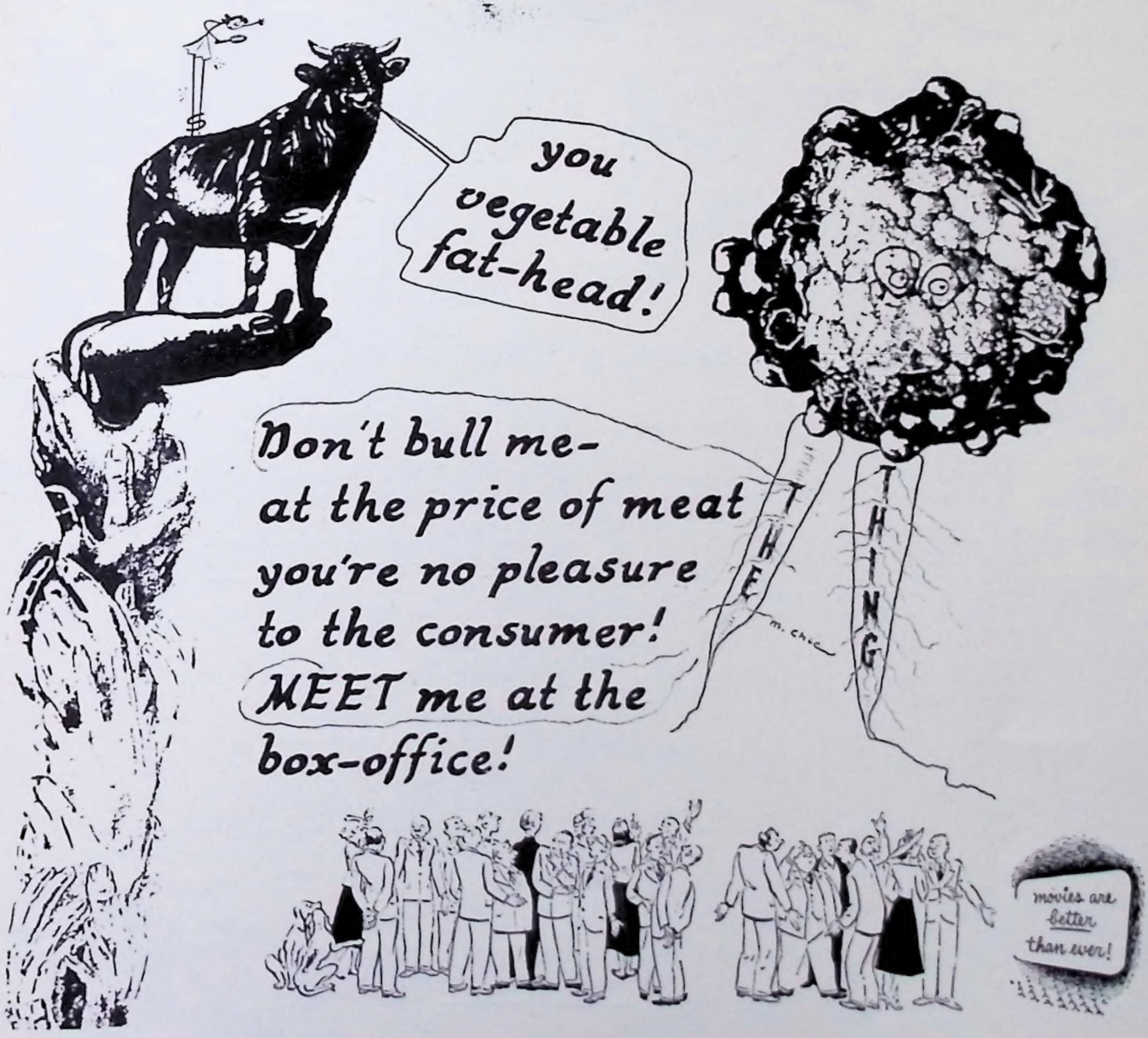
MOTION PICTURES ARE MEAT FOR THE PUBLIC!



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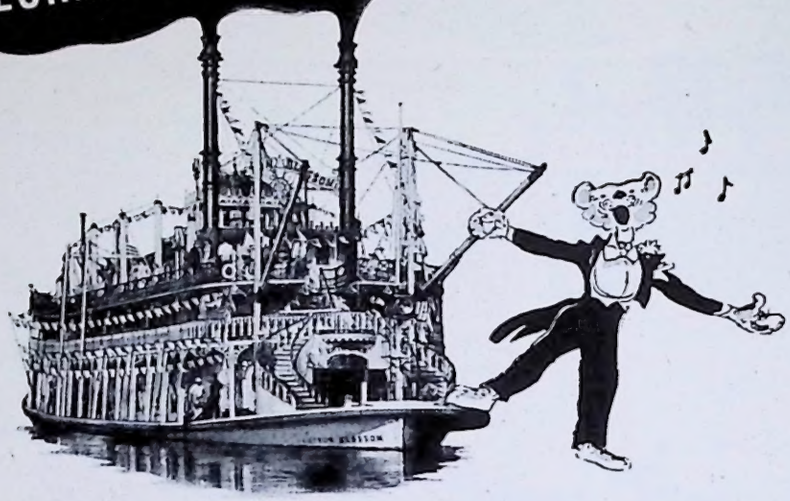
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
21 DUNDAS SQUARE - TORONTO

M-G-M's

"SHOW BOAT"

NEW and TECHNICOLOR, too!



POEM FOR SHOWMEN

For easy sailing, please take note
Of Leo's Hits! "Don't miss the boat!"
"The Great Caruso's"* noble voice
Makes M-G-M the nation's choice,
There's "Go For Broke!", "Excuse My Dust"*
"Rich, Young and Pretty"* is a must
The asterisks* convey to you
Those films with Technicolor, too!
You need the best at summertime
So here are more (without a rhyme):

"Strictly Dishonorable," "The People Against O'Hara," "The Law and the Lady," "Teresa," "The Tall Target," "The Strip," "Angels in the Outfield"—and "An American in Paris," "Pandora and the Flying Dutchman"* (both Fall releases), etc.*

—★—

P.S.
And let us not forget this Fall
"QUO VADIS" comes to top them all!

RAY PRESENTS

AT THE present time The Great Caruso, starring Mario Lanza, is reported to have grossed over $3,000,000 in its 160 engagements in the U.S. In seventy-three hold-over situations the second week has outgrossed the first. In Toronto, at Loew's, the picture is currently in its eighth week, and business is big. In these days of misery-talk the MGM Caruso success is certainly big news.

Despite the formidable list of MGM box-office winners, MGM reports that The Great Caruso is its top grosser this year.

In our industry, we are familiar with such expressions as The Brain, The Face, etc., now Mario Lanza is being referred to as The Voice and The Muscle. Of one thing I am certain, that his muscles would not have persuaded MGM to star him in The Great Caruso, it definitely is his voice, but the muscles have helped to make him a good-looking and vibrant personality. Certainly, a love song can be more effective if sung by a handsome lover. But do not mark down such a conclusion as final, remember how the tennagers squealed and swooned when Frank Sinatra sang, and if he lacked anything it was surely muscles?

WHICH reminds me that William Warfield's singing of "Ol Man River" in Show Boat has never been excelled, and I have heard several singers sing this song. With one song Warfield stopped the show. What would have happened had George Sydney, director of Show Boat, given him a second song to sing, can easily be imagined—he would probably have rocked the boat.

During the preview showing of Show Boat in Toronto, that first night critical from-Missouri-show-me crowd applauded so long I thought Warfield would have to step right off that screen and take a bow.

The Famous Players Canadian Corp. picnic at the Rouge Hills Golf and Country Club had a perfect day for its day in the country. The committee in charge of the arrangements excelled itself this year. Induction of about nineteen new members into the 25 Year Club was an informal ceremony, and one of the highlights was the induction of the Famous Allen Family, Jule, Herbert, Sol and Louis Rosenfeld (Premier Theatre Operating) partner affiliates of F.P.C.C. who were all inducted. Additional new members included: from Shea's, Toronto, John Henry Fisher, Mrs. Ethel Mortimer, John Harold Stone; from Tivoli, Toronto, Wilfred Durant; from St. Clair, Toronto, Miss Sadie Arent; from College, Toronto, Mrs. Rachel Gow; from Century, Toronto, Charles St. Clair Duhig; from F.P.C.C. Head Office, Sydney Cohen, Bob Eves; from Vogue, Stratford, Mrs. Gertrude Allen; from Lyric, Kitchener, Frederick W. Hoodless; from Classic, Owen Sound, George Chris Georgas, William Georgas; from Capitol, Welland, Charles Albert McKeen; from Royal, Woodstock, Leonard Tyler.

The new members all received a $100.00 bond, and employee members, in addition, received a four weeks' vacation with pay; as an alternative for the bond, a handsome wrist-watch was given.

JACK ARTHUR introduced the chairman for the induction ceremony, who was Morris Stein. When Jack in his eulogy of Morris Stein stated that "Here is a man who is always flat on his feet," Morris objected to the word "flat," which called forth a roar of laughter, and as I am writing of this episode I am still laughing, because Morris Stein has a keen sense of humor, and despite his ability to always stand firmly upon his feet, his ability to crystallize his thoughts and yours into a neatness of form, his natural wit and good-nature, or more aptly may I say his showmanship ability can play with words to the delight of his listeners.

The tables, with their slender colored lighted candles, roses and other flowers, made a festive picture.

The keynote of the induction was on a family-theme, and certainly a family-spirit prevailed.

Telegrams of greetings were read from Barney Balaban, New York, from John J. Fitzgibbons in California, and from Reuben Bolstad in Minnesota.

Bob Eves was the youngest of the 25 Year Club members, having started as an usher with Ben Geldsaler at the Parkdale.

AMONG the many races, there was a walking-race for executives and officers, and in this race went Sammy Bloom of B & F. Sammy looks as young as he did twenty-five years ago, but I lost sight of him in this race, he just escaped being left at the post, and for the rest of the evening, again I am laughing as I think of him, he kept rubbing one leg.

As we motored home, he said to me, "I am bringing my wife home a prize from the picnic, a bum leg," which reminds me of the story about the girl who went to the picnic, and what she brought home—but that is no laughing matter, mistakes happen in the best of families, it has been said.

HOWEVER, you should have seen Sammy Bloom beating out time in rhythm on that kettledrum, as an assistant to the pianist, during an interval when the musicians of the band had their intermission for dinner.

Not to be outdone by the ability of Sammy, who has a band background, dating back to those good old days when exhibitors doubled in brass, I added my bit to the music for the dancers by caressing the Union Band cymbals, and just to make a little more noise I beat the drum on every down-beat. Why anyone should have been surprised that Ray Lewis could beat the drum, surprised me, since all her life what else has she been doing but beating the drum?

The dinner was good, the refreshments flowed uninterruptedly. John Heggie would have won one race I am sure, had he worn suspenders, but he wore a belt in the good old American way, and as he ran, that belt and the trousers it held kept getting lower and lower until there was an interference in his leg-movement. However, since John Heggie is as cheerful a loser as he is a winner, he finished the race hanging on to his trousers, and you could hear his hearty laugh all over the place.

DAN KRENDEL came second in the walking-race of executives and officers, and Tom Hoad came first. Dan said to me, "Did you see me win, Ray," To which I replied, "I sure did, Danny, my boy, with your young legs that race was a walk-away for you."

Seated at the head table were Larry Bearg, Jack Fitzgibbons, Hye Bossin, Jack Arthur, Morris Stein, Ben Geldsaler, Dan Krendel, Noel Barrow, Angus MacCunn and Fergus Martin at the mike.

There were three special head tables for the new members. Len Bishop was busy with his camera, and should have some good shots.

To the many friends of Sam Sternberg, who have been enquiring concerning him, he is still a patient at the Toronto General Hospital, where he recently had a major operation. We are happy to report that Mrs. Sam Sternberg, who was ill, and in the hospital, is now convalescent at home.

VARIETY'S "big do" at the Maple Leaf Stadium Tuesday, June 26th, was a big success. Variety Village will net close to $50,000, of which large sum $24,000 was earned by the program.

Concerning the night's baseball game, the rains came, just as Rudy Vallee was doing "his stuff." Rudy

(Continued on Page 7)

Toronto and District

BILL PRESS

John Dydzak, president and general manager, and his brother Joseph Dydzak, vice-president of Windsor Drive-In Theatres Limited, opened the 1,000-car Clappison Drive-In at Clappison's Corners on June 21.

The new unit, on a 20-acre site, has a handsome tower for the screen of aluminum which measures 40 by 60 feet. The projection, sound and other equipment, installed by Perkins Electric Co., Toronto, includes high-intensity arc lamps, said to be the first for an outdoor theatre in Canada.

The Famous Players' Capitol Theatre, Brantford, distributed 25 free recordings of Danny Kaye's song specialty, "Popo the Puppet," among the juvenile patrons at the Saturday matinee on June 23rd during the run of Danny Kaye's feature, "On the Riviera."

Added to the matinee program only was a second picture, Johnny Mack Brown in "Flashing Guns." The result of it all was terrific!

The Canadian Drive-In, near St. Catharines, featured a television vaudeville act on its stage for two nights in the presentation of a dog and monkey circus called "Kay-Nine Capers," after it had appeared in TV from Station WBEN, Buffalo.

The Odeon Palace at St. Catharines also had a stage presentation on Friday night when a dance recital of the Patricia Brown Studio replaced the screen bill, the price sale being 75c and $1.

Manager MacLennan of the Kingston Drive-In Theatre had a new form of give-away in a free sample bottle of Plasticote automobile polish to every car owner who drove into the theatre. The tie-in stunt was featured on the night of June 25th.

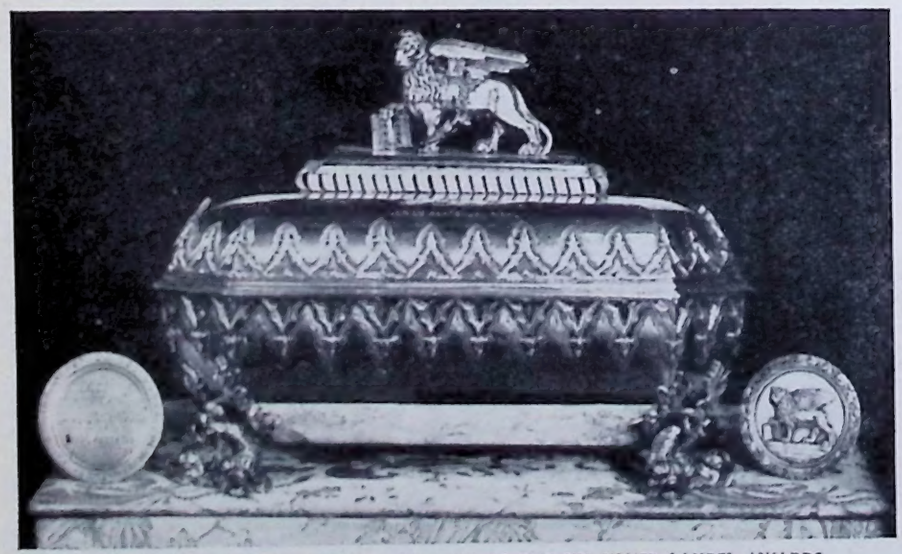
With the Toronto school terms coming to an end, including examinations, eight theatres of the B & F circuit presented a happy diversion with children's matinee programs on Saturday, June 23, with continued success despite the weather.

The eight units were the Carlton, Century, Community, Donlands, Astwood, Prince of Wales, Pylon and York.

Nat Taylor's 20th Century Theatres has expanded its Ontario circuit by the opening of the Park Theatre in the East End of London, this house replacing the Famous Players' Palace which had served the district for a considerable time.

Considerable curiosity was aroused in a recent auction sale in Toronto of a 1934 Lincoln Limousine which, it was announced, had been built for a former Hollywood star who used it in Ontario where he was born. It had been in dead storage for 11 years, it was stated. The luxurious machine was sold by Hanna Anderson Co. Limited.

The guess was that it had been owned by Ned Sparks who often visited with Hon. Mitchell Hepburn when the latter was premier of Ontario.



THE GOLDEN LAUREL AWARD AND TWO OF THE SIX SILVER LAUREL AWARDS

Th Golden Laurel Award is presented annually (for retention by the winner) by David O. Selznick for the picture made by Europeans in Europe which contributes the most to mutual understanding and goodwill between the free peoples of the world. The Silver Laurel Awards are presented to those films chosen as the winners in their country of origin, or linguistic group which compete in the finals for the Golden Laurel.

The Grand Prize is a heavy silver chest supported by eight silver dolphins, of Venetian design. The top, of lapis luzzuli, bears the Lion of St. Mark; around his neck, the Golden Laurel. The six Silver Laurel Awards also represent the Lion St. Mark surrounded by a reef of Golden Laurel, on the back of each is engraved the name of the winning film and the object of the Award. The Golden and Silver Laurel Awards will be presented by the American Ambassador to Italy, the Hon. James Clement Dunn, on 1st. September, during the International Film Festival in Venice.

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Editor-in-Chief

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BILL PRESS.....Toronto, Ont.

By WIN BARRON

I could take up space discussing briefly or at length all that has been said about eyestrain, the effect of television on the young, the effect of television on home life and all the other effects of television that have been discussed far and wide by a score of media but I don't believe it gets us anywhere. Obviously, a television receiver in a modern home changes the way of life for a span of months but we can look back to the days of radio, to Amos and Andy, or any other show of a certain night, and at that time we thought that everyone stayed home on those nights that the pattern would remain but it wasn't very long before the old yen to "Let's go to the movies" made itself strongly felt. Why, just a couple of years ago, when many of the boys at Paramount News were buying sets in New York, every Monday morning they were discussing the wonderful programs. Now when I ask them what happened over the weekend on television, it's unusual to find more than two who even stayed in to look at some of the so-called "star" shows.

The movies are growing *with* television. One is complementary to the other. They are different and yet alike.

A rough idea of the future of theatre circuit's exhibition can be gleaned from the recent merger of United Paramount Theatres and the American Broadcasting Company. Speaking of the new U.P.T.-A.B.C. merger in an interview with the press, John J. Fitzgibbons of Famous Players, said, "The Moving Picture Theatres will be needed as before but their scope with the public is destined, in my opinion, to be greatly increased."

Although the F.P.C. ruling in the States okayed the C.B.S. colour T.V.,

(Continued on Page 9)

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She's Deceiving!

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in

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with George Rigaud · Kurt Kreuger

Directed by GREGORY RATOFF

Based on the Story by ETTA SHIBER

AN ALLIANCE FILMS LTD. RELEASE

Ace In The Hole Premiered For Newsdealers Welfare Fund

VICE-PRESIDENT Alben W. Barkley and Mayor Vincent R. Impellitteri headed the list of illustrious guests invited to attend the New York benefit premiere of Paramount's "Ace In The Hole" at the Globe Theatre on June 28th.

Those who appeared at this special showing for the benefit of the Welfare Fund of the Newsdealers' Association of Greater New York, Inc., comprised a Who's Who of politics, the judiciary, religion, and the newspaper, radio and literary fields.

Other guests, in addition to Vice-President Barkley, Mayor Impellitteri, and twenty-three Pulitzer prize-winning newspapermen, were: Brig. Gen. Julius Klein; Harry Hershfield, Tex McCrary, Julius Appelbaum, former president of the Bar Association; Judge Louis J. Capozzoli, Col. Candler Cobb, Director of Selective Service for New York City; Ted Cott, of NBC; Bishop Stephen Donahue; William J. Donoghue, former Secretary to Mayor Impellitteri; George Morris Fay, U.S. Attorney; James A. Farley and Isidore Greenberg, Democratic District Leader.

Also, Cornelius A. Hall, President, Borough of Richmond; Robert W. Hicks; Justice Herman Hoffman; Fannie Hurst, the novelist; Stanley M. Isaacs, Minority Leader, City Council; Congressman Jacob K. Javits; Veronica Jolly, Executive Secretary, White House; Sr. Judge John C. Knox; James J. Lyons, President, Borough of the Bronx; Newbold Morris; Congressman Adam Clayton Powell, Jr., Judge Paul P. Rao; Rev. Dr. William F. Rosenblum; Joseph T. Sharkey, President, City Council; Councilman Morris Stein; Justice Matthew J. Troy; and Robert F. Wagner, Jr., President, Borough of Manhattan.

Tickets to this premiere performance were on sale at newsstands operated by members of the Newsdealers' Association. The Welfare Fund night was a big success.

DENNIS MORGAN TO VISIT CANADA

Dennis Morgan, Warner Bros. star, is coming to Canada for personal appearances at Winnipeg, Manitoba, and the Manitoba Trout Festival at Flin Flon early in July.

Morgan will be accompanied by his son and plans to take advantage of his Canadian visit to devote a few days to fishing in the picturesque Northwest. Morgan recently completed work in the new Warner Bros. picture in Technicolor, "Painting The Clouds With Sunshine," in which he stars with Virginia Mayo and Gene Nelson. The picture was directed by David Butler and was produced by William Jacobs for the studio.

Highlight of the celebrations will be the showing of Warner Bros.' two-reel Technicolor short subject titled "The Neighbor Nextdoor."

Jimmy Grainger In Toronto

James R. Grainger, Republic executive vice-president in charge of sales and distribution, was in Toronto last week and left for Detroit.

Grainger, who was accompanied by District Manager John P. Curtin, returned to New York on July 2nd.

Esquire Movie Of The Month

The August edition of Esquire Magazine, which goes on the newsstands July 11th, will feature Paramount's "Ace in The Hole" as the movie of the month, and will urge the seven million readers of the magazine to see the Billy Wilder picture.

This important publicity break coincides neatly with the national release date of "Ace in The Hole," which was July 4th.

Steve Broidy Welcomes Walter Wanger To Allied Artists

Allied Artists welcome to Walter Wanger, which shows the president of Allied Artists Productions Inc. shaking hands with Walter Wanger and stating: 'We take pride in welcoming to our organization one of the industry's outstanding producers of great motion pictures" is a warm, friendly tribute and welcome from one fine showman to another fine showman. Walter Wanger in joining Allied Artists productions Inc., has made a three year deal, and plans to produce at least nine pictures for Allied release. The deal provides for an initial production fund of $5,000,000 to be supplied by Allied Artists and an investor's syndicate headed by Elliot Hyman, Eastern motion picture investor.

It is needless to refresh your memory in respect to the fine productions which Walter Wanger has produced, Joan of Arc, The Long Voyage Home, Stagecoach just a few. In making the deal with Allied Artists, the parent company which is Monogram, Walter Wanger stressed the advantages which Allied Artists offer to an independent producer because of minimum operating overhead, and ability to secure widespread distribution.

Mr. Wanger in giving a story to the press said: "I firmly believe that the day is gone forever when an independent producer can afford to have one-third to one-half of the picture production value absorbed by charges which do not actually contribute to the entertainment values that reach the screen. It has been proved conclusively that the public is shopping for entertainment and will buy it wherever they find it."

First Wanger production to be immediately produced is Flat Top, a naval aviation drama. Flat Top will be done in color. Wanger intends making all of his pictures in color.

The Prince Who Was A Thief

Universal-International's "The Prince Who Was a Thief" will be the next picture to play Loew's State Theatre, New York, following the current engagement.

The Technicolor production, which is the first co-starring film for Tony Curtis and Piper Laurie, is based on a short story by Theodore Dreiser. Also included in the cast are Everett Sloane, Jeff Corey, Peggie Castle and Marvin Miller. The picture was produced by Leonard Goldstein and directed by Rudolph Mate.

RAY PRESENTS

(Continued from Page 3)

said, "Let it rain," and made music, but I, and a few more thousands like me, ran for shelter, for the rain was not fooling, it came down hard and wet. I heard later that the Leafs lost, but who cares? The crippled children of Variety Village had a home run, and Billy Summerville's big heart is nearly bursting for joy.

I AM in receipt of a letter from Bob Harvey of the Capitol Theatre, North Bay, who writes as follows:

Dear Ray,

I thought I would drop you a line and give you a little information as to what has been happening this week way up here in North Bay:

Mr. Jack Arthur had a Regional meeting held in the Empire Hotel for the Managers in his Northern district and I must say it was very successful from the viewpoint of "His Boys" as Mr. Arthur calls us.

Morris Stein, General Manager for Famous Players of Canada, discussed the finer points of theatre business operation and promotion.

Jack Fitzgibbons, Jr., President of Theatre Confections, was also on hand to point out to us the advantage of the confection sales and the best way of promoting our sales in order to have a quick turnover.

Our meeting started Monday morning at 9:30 and we kept going till 7 p.m. One of the highlights Mr. Arthur arranged for us was in the nature of exploitation. He arranged for Charles Moorehead, advance man for the "Seance of Wonders" starring Dr. Zomb, to be on hand and give us promotion material for this show and his ideas on how it should be advertised. This we appreciated very much as it is an entirely new program and since the theatres have adopted a policy of trying to bring more big stage shows to the north, it occupied our attention.

I am sending along a picture of the display put up for us by Ced Price to give us a "warm feeling" of being at home; you can see for yourself the feeling of good fellowship it soon spread around the managers.

This was the first Regional meeting ever held here in North Bay and managers present for the meeting included Jack Arthur, District manager; Morris Stein, General manager; Jack Fitzgibbons, Jr., President Theatre Confections; Sam Korman, Robert Martino and Benny Lahoux, Rouyn; Olga Sharabrue and Doug Keeley, Sault Ste. Marie; Jeff Jeffery, Sudbury; Frank Colameco and Herb Nelson, Timmins; and Bob Harvey of North Bay.

Trusting this is of some interest to you, I remain,

Yours very truly,

Bob Harvey.

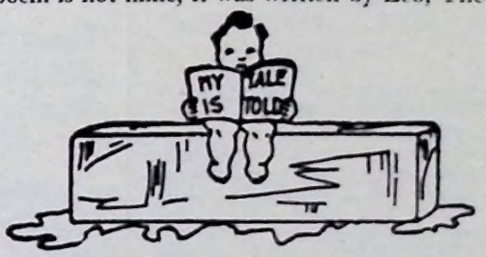
THANKS, Bob. I wish you and all exhibitors would write more frequently. It is so interesting to get news from you direct, which I so much enjoy reporting.

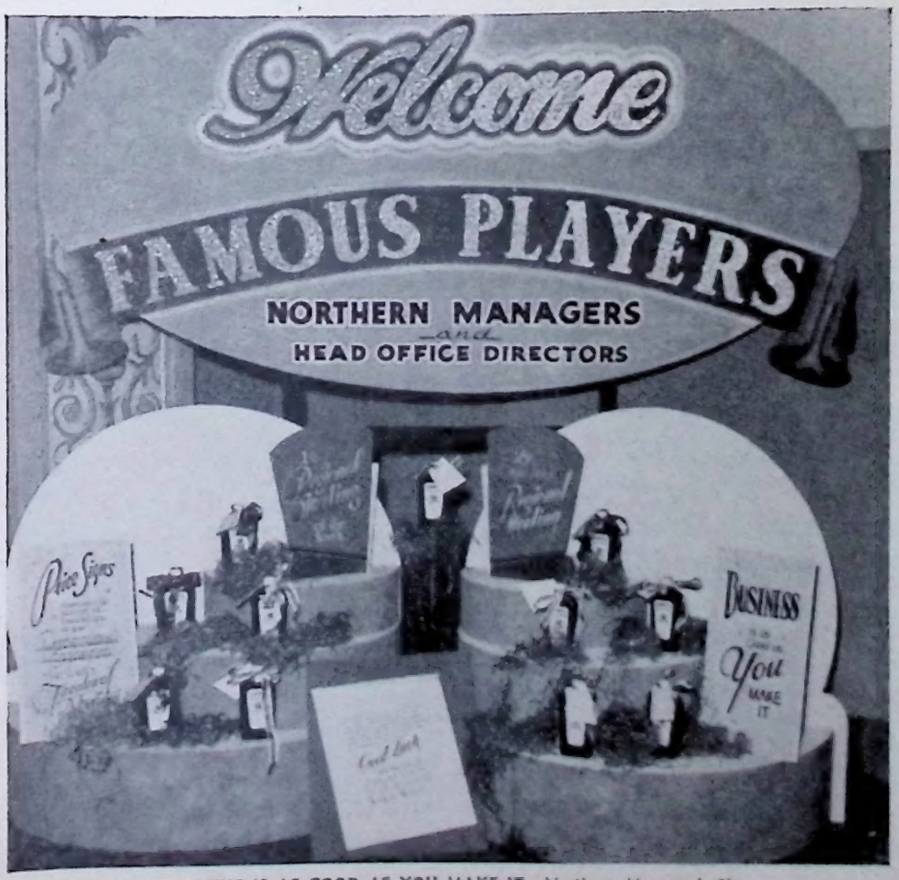
I, also, wish to advise that the Digest Showmanship Contest is looking forward to receiving showmanship campaigns. So gird up your loins boys, on with the job, you too, Bob.

A little rhyme to fit the season; since poetry in motion pictures has now become a major event, here is my reason:

"For easy sailing, please take note
Of Leo's hits; 'Don't miss the boat!'
The Great Caruso's noble voice
Makes MGM the nation's choice,
There's Go For Broke, Excuse My Dust,
Rich, Young and Pretty is a MUST
The asterisks convey to you
Those films with Technicolor, too.
You need the best at summertime
So here are more (without a rhyme)
P.S. and let us not forget this fall
Quo Vadis comes to top them all."

The poem is not mine, it was written by Leo, The Lion.





BUSINESS IS AS GOOD AS YOU MAKE IT—Northern Manager's Slogan

Maritime News

By ALICE L. FAIRWEATHER

The wedding took place at Saint Luke's Church, Saint John, of William Campbell and Phyllis McCollum. "Bill" is on the staff of United Artists at Saint John

The Drive-In theatre at Springhill, York County, N.B. is rapidly approaching completion and the owner A. P. Burnett plans to have it in operation shortly. This will be the first Drive-In theatre in the province and its future will be awaited with interest. Springhill is about six miles from the City of Fredericton where there are two theatres, the Gaiety and Capitol, operated by W. W. O. Fenety and his son.

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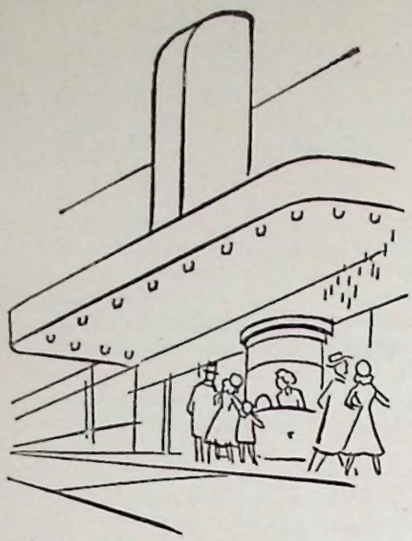

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TRADE headlines

J. Arthur Rank's prize-winning The Browning Version now in 8th week Hyland, Toronto, released in U.S. through Universal-International, will open at Sutton Theatre, New York, following The Medium which opens in Sept.

●

Max E. Youngstein, United Artists Vice-Pres. and National Adv. Pub. and Exploitation, announces all-out campaign on Stanley Kramer's Cyrano de Bergerac by land, sea and air, for popular priced release July 4th RKO-Albee, Brooklyn, N.Y.

●

USA Dept. of Commerce states world motion picture theatres total 99,617 with theatres in more than 120 countries throughou the world-territories.

●

Louis B. Mayer has made a definite statement that he will leave Metro-Goldwyn-Mayer, with which company he has been identified and associated as a founder since its inception in 1924.

●

Capitol Film Productions formed by Edward L. Harris, brother-in-law of the late N.L. Nathanson, and formerly manager of Gaumont-Kalee. Johnny Wayne and Frankie Shuster are the other outstanding members of the company which has taken Sovereign Studios for film and TV enterprise.

●

Regret to report the death of Scotty Johnston of Vancouver, Past-Pres. Canadian Picture Pioneers B.C. branch, following heart attack — burial last Friday.

●

RKO's Hard, Fast and Beautiful premiere June 29th Astor Theatre, New York. Sally Forrest personal appearance—N. Y. Journal American Fund Disabled War Veterans get all receipts opening night.

●

Warners sell ten-story commercial building on West 54th Street to Robert J. Marony of Norwalk, Conn., for one million eight hundred thousand dollars—all cash deal.

●

20th Century Fox offer co-op advertising to every first-run theatre, and every subsequent run on their pictures where exhibitors will get together for a joint merchandising effort.

●

Chicago theatre price war ends with children's admissions remaining at 9 and 5 cents. Exhibitors believe candy, etc., sales to kids will counteract kids' admission price reduction.

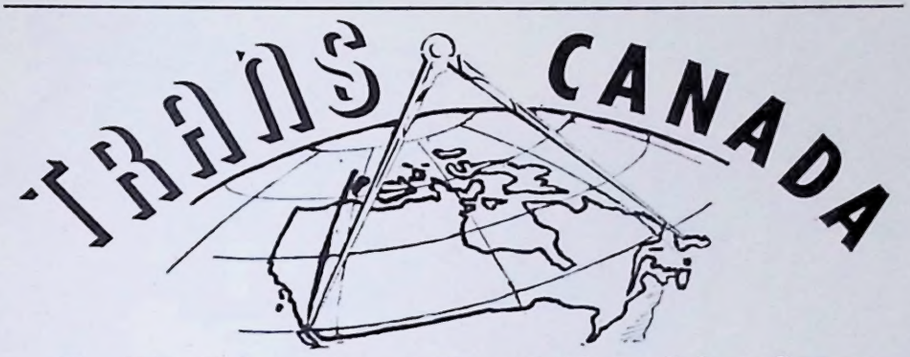
CAPITAL STORY

by Bill McLaughlin

Dominion Day was celebrated in traditional style by the capital's movie theatres. Special pre-holiday midnight shows were presented in many of the Uptown spots and in most of the neighborhoods and, while the exodus from the city was exceptionally heavy this year, thousands of visitors from nearby Ottawa Valley towns helped to swell attendances at the movie theatres. Managers report excellent business for the owl shows, and the matinees and evening patronage was well above average at the Monday holiday performances.

The Francais Theatre was just another neighborhood movie house until Bob Maynard took over its operation a couple of months ago. The Ottawa-born showman, son of one of Eastern Canada's pioneer exhibitors, managed theatres in his home town, in nearby Hull, Que., Hamilton and Montreal before returning here to take over the Francais from the Paquin interests. Good booking arrangements, extensive newspaper advertising, coupled with his Wednesday foto-nite feature, has revived interest throughout the Lowertown district in which the Francais was built by the late Patrick Labelle some 38 years ago.

The Aladdin, which opens shortly, will be the third open-air theatre in the Ottawa district. Located on the Metcalfe Road in the South End within the city limits, the new ozoner is now being extensively advertised as "Canada's finest outdoor theatre with all the latest improvements and some drive-in features not seen before in Ottawa."



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
On the Riviera (20th-Fox) Technicolor with Danny Kaye and Gene Tierney.

LOEW'S
Seventh Week. The Great Caruso (MGM) Technicolor with Mario Lanza and Ann Blyth.

UPTOWN
Kind Lady (MGM) with Ethel Barrymore and Maurice Evans.

SHEA'S
Strangers on a Train (WB) with Farley Granger and Ruth Roman.

UNIVERSITY-NORTOWN
Sealed Cargo (RKO) with Dana Andrews and Carla Balenda.

ODEON-CARLTON
Take Care Of My Little Girl (20th-Fox) Technicolor with Jeanne Crain and Jean Peters.

HYLAND
Eighth Week. The Browning Version (JARO) with Michael Redgrave and Jean Kent.

VICTORIA-EGLINTON
Up in Mabel's Room (JARO) and Twin Beds (JARO).

TOWNE CINEMA
Five (Col.) with William Phipps and Susan Douglas.

SAVOY
Third Week. Streets of Sorrow (Cardinal) with Geraldine Brooks and Vittoria Gassman.

MONTREAL

CAPITOL
14 Hours (20th-Fox) with Paul Douglas and Richard Baschart.

LOEW'S
Second Week. The Great Caruso (MGM) Technicolor with Mario Lanza and Ann Blyth.

PALACE
Half Angel (20th-Fox) Technicolor with Loretta Young and Joseph Cotton.

SNOWDON-OUTREMONT
Ma and Pa Kettle Back on the Farm (E-U) and The Second Woman (UA).

PRINCESS
Lorna Doone (Col.) Technicolor with Barbara Hale and Richard Greene.

ORPHEUM
Second Week. Women Without Names (Cardinal) and Double Crossed Fools (Alliance).

IMPERIAL
Sante Fe (Col.) Technicolor and Zenobia (Alliance).

AVON-STRAND
Paris After Dark (20th-Fox) and Tampico (20th-Fox).

AVENUE
Second Week. Kon-Tiki (RKO).

VANCOUVER

VOGUE
Tomahawk (E-U) Technicolor with Van Heflin and Yvonne De Carlo.

STUDIO
The Lost People (Jaro) with Dennis Price and Mai Zetterling.

CAPITOL
The Great Caruso (MGM) Technicolor with Mario Lanza and Ann Blyth.

STRAND
Goodbye My Fancy (WB) with Joan Crawford and Robert Young.

ORPHEUM
Along the Great Divide (WB) with Kirk Douglas and Virginia Mayo.

INTERNATIONAL CINEMA
Lullaby of Broadway (WB) Technicolor and Paris After Dark (20th-Fox).

PARADISE
The Adventures (JARO) and The Way Ahead (JARO)

CALGARY

CAPITOL
Dear Brat (Para.) with Mona Freeman and Edward Arnold.

PALACE
Storm Warning (WB) and Highway 301 (WB).

GRAND
Tomahawk (E-U) Technicolor with Van Heflin and Yvonne De Carlo.

UPTOWN
Half Angel (20th-Fox) Technicolor with Loretta Young and Joseph Cotton.

STRAND
North of the Great Divide (Rep.) Technicolor and Ghost Chasers (Mono.)

WINNIPEG

CAPITOL
The Great Caruso (MGM) Technicolor with Mario Lanza and Ann Blyth.

LYCEUM
Cry Danger (RKO) with Dick Powell and Rhonda Fleming.

MET
The Thing (RKO) with Kenneth Tobey and Margaret Sheridan.

ODEON
Pool of London (JARO) with Bonar Colleano and Susan Shaw.

GAIETY
Lorna Doone (Col.) Technicolor with Barbara Hale and Richard Greene.

DOMINION
California Passage (Rep.) and Surrender (Rep.)

GARRICK
Rawhide (20th-Fox) with Tyrone Power and Susan Hayward.

RIALTO
Ma and Pa Kettle Back on the Farm (E-U) and Frontier Gal (E-U) Technicolor.

VALOUR
Fantasia (RKO) Technicolor and Bambi (RKO).

SAINT JOHN

CAPITOL
The Thing (RKO) with Kenneth Tobey and Margaret Sheridan.

PARAMOUNT
Go for Broke (MGM) with Van Johnson and Warner Anderson.

STRAND
Rawhide (20th-Fox) with Tyrone Power and Susan Hayward.

TV NEWS

(Continued from Page 4)

Paramount made an announcement shortly afterwards that they were now in possession of a colour tube—the Chromotone—which would bring full colour television. Another step forward by a movie company in the field of T.V.

There is one thing that we in the Motion Picture Business should never forget—there is not a single form of entertainment big enough to fill all public demands and taste. Motion Pictures have basic fundamentals not matched by any other form of entertainment—their low costs and higher quality as compared with other forms of amusement—for instance, the quality of a television picture on a 20 inch screen as against the quality of a motion picture on a 24 foot screen. Whether television or motion pictures in the long run get the biggest share of the patronage depends entirely on which one convinces Mr. and Mrs. John Public that it offers the greatest satisfaction at the most attractive price. We in the Motion Picture Business know we have something that offers the greatest satisfaction. We will try to keep it at the most attractive price.

FOR SALE

200 Yards Heavy WILTON Carpeting (36 inches wide) New. In Rolls of 50 Yards.

Apply
ACADIA THEATRE
St. Leonard, N.B.

MORE BETTER BIGGER PICTURES

...and this goes too for Paramount Shorts

Yes, important in Paramount's answer to theatres asking Hollywood for bigger and better product, are 58 fine shorts—34 of them in color by Technicolor. Make your whole show bigger and better—with the shorts that build your programs—and business—best:

6 Kartunes

(Technicolor) Produced by Famous Studios. Musical cartoons presented with a new approach emphasizing clever stories . . .

•

4 Popeye Champions

(Technicolor) Produced by Famous Studios. An extra dividend for Popeye fans—giving them an encore on Popeye's all-time bests.

•

6 Paramount Pacemakers

Produced by Justin Herman. The nation's leading personalities doing a variety of things that interest the public.

8 Popeye Cartoons

(Technicolor) Produced by Famous Studios. Popeye is an American hero, an American legend, bringing fun to all America . . .

•

6 Paramount Toppers

Paramount's surprise package — a new series and a new shorts technique . . .

•

12 Grantland Rice Sportlights

Produced by Jack Eaton. Undisputed leader among sports reels—and proud winner of numerous Academy Awards.

10 Noveltoon Cartoons

(Technicolor) Produced by Famous Studios. Little Audrey, Herman the Mouse, Hughie the Duck and many other characters.

•

6 Casper Cartoons

(Technicolor) Produced by Famous Studios. Starring Casper, The Friendly Ghost who is a "wonderful addition to any program." —says *Film Daily*

—and still booking:

"New Pioneers"

Two exciting and informative reels on Israel, the world's youngest democracy.

6 Musical Parade Featurettes

(Technicolor) Gay song-and-dance two-reelers with star names to sell them.

Paramount has always been proud of its top editorial news staff. Today it's giving you more coverage, better coverage, faster coverage . . .

CANADIAN Paramount News

The Eyes and Ears of the World

52 issues a year

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